

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – Permission to increase rates of admission in all the six (6) Screen Multiplex in Seavalley Resorts Private Limited, Visakhapatnam – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT.

G.O.Ms.No.63

Dated:15 -03-2010.
Read the following:-

1. From the Managing Director, Seavalley Resorts Private Limited, Visakhapatnam, representation Dated 15-02-2010.
2. Govt.Memo.No.5288/Genl.A2/1010-1 dated 23-02-2010.
3. From the District Collector, Visakhapatnam Lr.(M)Rc. No.493/10/C1 dated 08-03-2010.

ORDER:

In the reference read above, the Managing Director, Seavalley Resorts Private Limited, Visakhapatnam have applied for Cinema License for their Multiplex Cinema Theatre situated at Visakhapatnam having six (6) Screens and a total of 1,166 seats. Further he has stated that they have granted to Inox Leisure Limited, a Company having its corporate Office at Mumbai, a right to conduct and operate the said Multiplex. Inox has established a strong presence in the Cinema exhibition industry on the basis of its state of the art facilities, and most high service standards maintained by a professional team.

2. Further he has stated that like all other Inox Multiplex Theatres across the country the offerings here are equipped with modern projection and acoustic systems, interiors of international standards.

3. He has also stated that to maintain the highest quality of operations and to provide world class service to the patrons they have requested to grant them permission to have flexible pricing that will have varied rates for different times of the day and different days of the week and alternatively to permit them charge rates of admission at Pricing Matrix and run optimum number of shows between 8:00 A.M. to 1:30 A.M. and to consider the request to screen flexible number of shows which will not only help them to have a better business and Government will also benefit by way of more collections of Entertainment Tax.

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Screen wise, class wise seating arrangement and proposed rates of admission:

Pricing Matrix

Screen	Class	No. of seats	Rate of admission Rs.
Screen-1	Royal	18	300
	Executive	245	200
Screen-2	Royal	19	300
	Executive	278	200
Screen-3	Executive	147	200
Screen-4	Executive	156	200
Screen-5	Executive	156	200
Screen-6	Executive	147	200
Total		1,166 Seats	

5. The District Collector, Visakhapatnam, in the reference third read above, has furnished the report stating that he has referred to the Revenue Divisional Officer, Visakhapatnam, to inspect the above Multiplex Theatres and report. The Revenue Divisional Officer has submitted his report stating that he has inspected the (6) Screen Theatres located at Maharani-peta, Visakhapatnam on 04-03-2010 along with Tahsildar, Visakhapatnam (Urban). During his personal inspection of the theatres, it is found that the management of Sea Valley resorts Private Limited, Visakhapatnam would like to enhance the rate of admissions by providing the following facilities at their Multiplex.

1. Luxurious interiors of international standards with fully air-conditioned auditoriums and lobby.
2. Plush carpeting in the auditoriums and well designed lobby.
3. State of the art LCD screens in the Box Office displaying information for our customers.
4. Comfortable stadium style high-back seating with comfortable leg space between the rows.
5. Auto flush toilet facility with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts..

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6. Inherently fire retardant seat fabric and drapes.
7. Modern safety and security systems and fire fighting system.
8. Smoke exhaust fans inside all auditoriums and motorized fire Dampers in all AHUs
9. 100% Generator Set facility.
10. All the critical systems have UPS back-up facility thereby Enabling uninterrupted movie viewing even during power failures.
11. Emergency lights on invertors all over the property.
12. LED lights on every step riser in the auditoriums. The step riser LEDs, seat lights as well as exit signs on invertors.
13. State of the art analogue and digital projection systems.
14. Efficiently designed acoustic system treatment in all auditoriums for providing the patrons a superior sound quality.
15. Digital Sound system with Dolby and DTS in all screens
16. Three-way surround sound system.
17. Computerized Ticketing facility.
18. Modes of ticket booking such as Online Booking, SMS Booking, Home Delivery etc., which will make the process of booking tickets easy for our customers.

6. The District Collector, Visakhapatnam, has further stated that the Revenue Divisional Officer, Visakhapatnam, has observed that the Management has already installed the facilities at Serial No.1 to 11 above and made provisions facilities 12 to 18. The Management of the theatre has provided extra facilities than those of provided in regular theatres. The Revenue Divisional Officer, recommended that the Management of the Sea Valley Resorts Private Limited, Visakhapatnam may be permitted to charge the higher rate of admission @ Rs.300/- for Royal Class and Rs.200/- for Executive Class respectively. Finally the District Collector, Visakhapatnam has proposed rates for Royal Class at Rs.250/- and for Executive Class at Rs.150/- in respect of Sea Valley Resorts Pvt. Limited, Visakhapatnam for their (6) Screens Multiplex Theatres.

7. In the course of examination of the request of the Management of Seavalley Reports Private Limited, Visakhapatnam an opportunity of hearing was given to the Management on 11-03-2010 before the Appellate authority. **The Government have heard the case represented by the Managing Director, M/s Seavalley Resorts Private Limited, Visakhapatnam who has requested for fixing the price of Royal Class at Rs.300/- and the Executive Class at Rs.200/- for all the (6) six Screens in the Multiplex of Seavalley Resorts Private Limited, Visakhapatnam. Government felt that the rates sought for by**

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the Management of Seavalley Resorts Pvt. Ltd., Visakhapatnam are on high side. It is also felt that the rates i.e., Rs.250/- for Royal Class and Rs.150/- for Executive Class recommended by the District Collector, Visakhapatnam are also marginally on high side compared to the present day situation and the location of the Multiplex Complex of M/s Seavalley Resorts Private Limited, Visakhapatnam.

8. After careful examination of the above matter and in exercise of the powers conferred under rule (c) of sub-rule 3 11(B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, Government of Andhra Pradesh hereby permit fixing of the rates of admission to all the (6) Six Screens Multiplex to Seavalley Resorts Private Limited, Visakhapatnam, as indicated below:

Screen wise, class wise seating arrangement and proposed rates of admission:

Pricing Matrix

Screen	Class	No. of seats	Rate of admission Rs.
Screen-1	Royal	18	150
	Executive	245	100
Screen-2	Royal	19	150
	Executive	278	100
Screen-3	Executive	147	100
Screen-4	Executive	156	100
Screen-5	Executive	156	100
Screen-6	Executive	147	100
Total		1,166 Seats	

9. The Management is also permitted to screen (5) five shows per day between 10:00 A.M. and 1:00 A.M., in relaxation of Rules.

10. The Licensing Authority is directed to thoroughly inspect the facilities mentioned under para 5 above, during his periodical half yearly inspections and in case any deficiency is found in the said facilities the same may be reported to Government so that action will be taken by the Government to automatically withdraw the enhanced rate of admission accorded in para 8 above.

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11. The District Collector, Visakhapatnam is requested to incorporate the rates and class of admission in the Form 'B' Licence of (6) six Screens Multiplex of Sea Valley Resorts Private Limited, Visakhapatnam immediately.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector, Visakhapatnam.
The Joint Collector & Licensing Authority, Visakhapatnam.
The Management Seavalley Resorts Pvt. Ltd., Visakhapatnam.
The P.S. to Minister for Cinematography.
The P.S. to Principal Secretary to Government (Prisons).
SF/SCs.

// FORWARDED :BY ORDER//

SECTION OFFICER